

CURRENT ISSUES OF HALAL TOURISM. CASE STUDY IN JAPAN

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Abstract—The Japanese government in welcoming the 2020 Summer Olympics has committed to preparing halal tourism for Muslim tourists. This study aims to understand how the current conditions are related to the availability of halal tourism components in Japan. The methodology in this study is qualitative descriptive. The process of data collection is done by interviewing data and observation. The research locus was conducted in Tokyo, Kyoto and Osaka. Determination of informants is done by using purposive sampling technique. The informants carried out during the study were moslem tourist from Indonesia, restaurant employees, Japanese tour guide service providers, JHA, tour guides, Halal experts at Ritsumeikan University, and Muslim Students from Indonesia. The results show that the availability of halal tourism in Japan is not sufficient. This can be seen by the lack of English language information for Muslim tourists, the difficulty of availability and access to halal food, and the issue of halal certification.

Keywords—Japan; halal; tourism

I. INTRODUCTION

The tourism industry is very contributing to the Japanese economy. These contributions almost match the contribution of Japan's mainstay industry in the automotive field [1]. In addition to these facts, it can be seen from the increasing number of foreign tourists visiting Japan. Until July 2018, the number of visitors to Japan was 18 million. While the number of Japanese people visiting abroad is only 10 million visitors [2]. The Japanese government will target 20 million foreign tourists by 2020, because that year Japan will host the 2020 Olympics in Tokyo [3]. But a newspaper in Japan reported that the Japanese Government changed its target to 40 million foreign [4]. However the ambition must be carried out with a variety of strategies to realize the expected target.

One strategy that will be utilized is the halal industry. The Japanese government is very serious about implementing halal tourism with a Muslim-friendly tourism concept. The seriousness is based on the phenomenon of the increasing number of Muslim populations in the world [5]. This phenomenon is also the same as the increasing number of Muslim populations in Japan [6]. This condition can be used by the Japanese Government to provide them with easy access to halal needs in Japan.

Halal tourism has become an alternative tourism trend in Japan. So far Muslim tourists do not need to be confused to

be able to access halal tourism in Japan. This has been marked by prayer room facilities with Qibla direction directions in places such as airports and hotels. In addition, the availability of halal food in various restaurants in Japan. The availability is not meant to be provided. The availability of halal industry in Japan was created with a fairly rigorous certification process by experts in their fields. However, if it is not through the certification process and in accordance with Islamic principles, practically the availability is doubtful.

The phenomenon of halal development in Japan will still be very interesting to observe. Not that halal availability in Japan makes Japan a halal successor of tourism, but the increasing number of tourists in the following years will also increase demand for halal availability for Muslim tourists. This study will discuss the Japanese Government's policy strategy for applying Halal Tourism and discuss the actual conditions of the development of halal tourism implementation in Japan along with some of the obstacles that are happening. This is important to ensure the seriousness of the Japanese government in holding the 2020 Olympics in Tokyo.

II. METHODS

This study uses qualitative research methods. The data collection process is carried out by data interviews and observation. Research locomotives were carried out in Tokyo, Kyoto and Osaka. Determination of informants was done by using purposive sampling techniques. Some of the information interviewed during research in Japan included; Muslim tourists from Indonesia, restaurant employees, Japanese tour guide service providers, JHA, tour guides, halal experts at Ritsumeikan University, and Muslim Students in Indonesia.

III. LITERATURE REVIEW

Halal tourism as an alternative tourism and business strategy in Japan, the peak of the explosion is indeed several years. But if examined further, Halal Tourism in Japan was actually more than a decade ago. A study published by Yoza Achmad Adidaya in 2016 [7] with Halal titles in Japan: History, Issues and Problems (The Effect of the "Halal Boom" Phenomenon on Japanese Society and Industry). According to him, halal tourism in Japan was present before the explosion of Muslim tourism in Japan, the increasing number of Muslim immigrants in Japan in the early 1980s in

turn resulted in the emergence of halal industrial demand. These Muslim immigrants come from neighboring Japan such as Korea, China, the Philippines and some of the Muslim countries like Pakistan, Iran and Bangladesh.

The study was published by Shazlinda Md Yusof and Noriyuki Shutto in 2012 [8] under the title *The Development of Halal Food Market in Japan: An Exploratory Study*. This study examines more deeply the condition of Muslims and the halal food market in Japan. This study also understands the relationship of Japanese companies affiliated with the halal product industry. Interestingly, this study also predicts the development of the availability of halal food which has an impact on the world of education, which in fact makes Muslim immigrants to study in Japan.

Previous research is important as a reference to determine the current position of research. Quite a lot of research on halal industry has been published. However, the two studies above are very representative as references in current research.

IV. FINDING AND DISCUSSION

A. *Japan Halal Tourism Components*

Japan is indeed good in managing its tourism sector. This ability is measured by management. The Japanese government has a special organization that manages tourism, namely the JNTO (Japan National Tourism Organization) and Japan Travel Agency (JTA). In the private sector it is managed by the Japan Tourist Bureau (JTB). JNTO is an organization under the auspices of the government that was founded in 1964.

JNTO has 14 branch offices in major cities in many countries, including New York, Los Angeles, Toronto, London, Frankfurt, Paris, Seoul, Beijing, Shanghai, Hong Kong, Bangkok, Singapore and Sydney. Each JNTO branch abroad has the responsibility of providing up-to-date information regarding trips to Japan, participating in exhibitions carried out by local travel agents, assisting in developing tours to Japan.

Japan Travel Agency is one of the external bodies of Ministry of Land, Infrastructure, Transport and Tourism (MLIT) which was formed on October 1, 2008. While the Japan Travel Bureau (JTB) was established in 1912. JTB was originally a semi-governmental organization aimed at to promote international tourism. JTB initially operated under Japanese national train instructions. JTB was the largest company in Japan until the 1960s. JTB is then privatized or becomes private property.

In addition to managing tourism management under the auspices of special institutions, the Japanese government applies the Visit Japan Project (VJP) policy. The Visit Japan Project is a Japanese government campaign to open doors for other countries who want to travel in Japan. This project was first implemented in 14 countries and regions that became Japan's tourism priority markets, namely Australia, Britain, Canada, China, France, Germany, Hong Kong, Indonesia, Malaysia, Singapore, South Korea, Taiwan, Thailand and the United States. The additional budget in 2014 allows the number of countries that become Japan's

tourism priority markets to increase by six countries: India, Italy, Philippines, Russia, Spain and Vietnam.

In addition to a large-scale promotion program through the Visit Japan Project, the Japanese Government implemented a visa requirement easing program. This program has been carried out since 2000. This program is clearly an attempt to increase foreign visitors to Japan. In 2013, to commemorate the 40th year of Friendship and Cooperation between Japan and ASEAN, Thailand and Malaysia had the same opportunity. While Indonesia has expanded the duration of multiple-entry visa visits (for 15-30 days).

In addition, the Japanese Government implemented a Low Cost Carrier (LCC) policy. This policy is carried out to increase the network of flights to and from Japan. This policy came in response to the Lehman Shock crisis in America which had an impact on Japanese international flights. This policy is considered able to overcome the problem of flight in Japan after 2010.

Domestically, the Japanese Government also applies a tax-free policy. This can be seen in various shops in Japan that free tax on purchases. This policy is implemented to increase tourist spending. Practically, this policy also makes it easy, especially Muslim tourists to do the same thing. Including souvenirs and other Japanese original products. The success of the Japanese government in implementing various policies that caused many tourists to Japan, one of which was also the foresight of the Japanese Government in looking at global phenomena, namely the increasing number of Muslim populations in the world. So, of course the need for halal tourism is very much needed. According to the Japan Muslim Travel Index (JM TI), in 2016 an estimated 127 international Muslim tourists visited Japan. It is estimated that it will increase to 156 million Muslim tourists by 2020.

This phenomenon shows the Japanese Government has proven successful in implementing halal tourism at a global level. The implementation of the halal tourism policy model is enough to represent those who have complied with Sharia law. One of them is the application of halal tourism in the food and restaurant business. For Muslim tourists, food that fulfills halal law is very important. Halal food is food that is processed through procedures regulated in religious law and free from illicit elements including pigs and their derivatives such as ham, bacon, lard, gelatin, pork bone broth, alcohol. In addition, careful preparation in restaurant selection is also very important to achieve halal tourism. Food and beverage products that are served in the restaurant must also be halal. Animals such as chickens and cows must be slaughtered in accordance with the principles of the Shari'a, all food must be halal and through processes that are justified in Islamic law.

The need for five daily prayers during travel or travel is also one aspect that is worth noting. Muslims are not allowed to leave or postpone prayer times except for certain reasons that are permissible. This makes tourism need to provide sufficient facilities for Muslim tourists to be able to carry out their various obligations.

Hotels that meet the criteria in the concept of halal tourism are also a relatively new hotel concept that provides

services, which relate to the principles of Islamic law. In this case, it is a hotel that does not serve alcohol and has separate spa and swimming pool facilities between men and women. This can be found in several major cities in Japan. Hotels that are in line with the principles of the Shari'a also provide prayer room, have a halal certificate for the food they provide, a room equipped with a Qibla direction (which leads to Mecca), which is really needed by tourists from the country - Muslim countries and, in a more general context, to create a friendly environment for Muslims.

The Japan National Tourism Organization (JNTO) has created a new tourist guide for Muslim visitors, which presents general tourism information along with a list of halal restaurants in Japan. At this stage, there are many halal restaurants in Japan, not only halal food from Malaysian, Turkish and Pakistani restaurants, but Japanese restaurants also provide halal Japanese specialties. Minokichi and Kyokaiseki restaurants are some examples of restaurants that offer halal Japanese food that has an alcohol-free composition.

The information is easily accessible through several Islamic-based organizations that support the government in implementing Halal Tourism policies. The organization is the Japan Halal Association (JHA), the Japan Halal Business Association's Nippon Halal Association (NAHA), the Halal Development Foundation Japan Incorporated. However the organization is quite helpful in providing adequate information about the availability of halal tourism in Japan.

While at tourist attractions, tourists need a place to rest and adequate transportation facilities. Therefore Muslim tourists need accommodation or hotels that have facilities that support or provide worship facilities. Such as the availability of prayer or *mushala* places, ablutions, Qibla direction, and other facilities.

Food is an important base in the concept of halal tourism. Japan has a variety of typical foods that contain pork, and / or alcohol on average. But along with the goal of Muslim tourism services, there are many types of Japanese food that are declared halal. These foods include Udon, Sushi, Soba, Tempura, Shabu, Sukiyaki, Onigiri, Nizakana, Chanko Nabe, Tendon, Teriyaki Chicken, Yakiniku, Yakizakana, and Shojin Ryouri.

In addition to the foods already mentioned, there are also halos and *gyouza* ramen. Ramen is a typical Japanese soup noodle whose composition consists of miso, with a mixture of sliced pork, dried seaweed, menma, green onions. While *gyouza* is a type of fried Japanese snack, shaped like a crescent moon, and filled with a mixture of vegetables and minced pork.

Besides hotels, Japan also has a typical Japanese inn called a *ryokan*. A *Ryokan* is a traditional Japanese style accommodation, which is usually equipped with tatami, onsen flooring, with Japanese food menus. Not only hotels, but now *ryokans* in Japan also start offering Muslim-friendly facilities.

In addition to the availability of Muslim friendly places to stay, tourists need transportation facilities for mobility to tourist attractions. The Japanese government is developing a structure to support tourism including the development of

structures related to railways, and infrastructure development related to airports.

Train is a mass transportation tool that is most widely used by people in Japan. Monorail trains, underground trains and super-fast trains are available in Japan. The Okinawa Monorail Yui re-ru (Yui rail) is 12.9 km long, connecting between Naha Airport and Shuri Terminal which was officially opened since 2003. Shuri Terminal is located near Shuri fort, one of the parts of the world cultural heritage registered at UNESCO namely Ryukyu Kingdom.

Tsukuba Express, is a train that connects the Akibahara station, Tokyo, and Tsukuba, Ibaraki Prefecture. Tsukuba Express passes through four prefectures, namely Tokyo, Chiba, Saitama, and Ibaraki along 58.3 km with a travel time of 45 minutes. Tsubame Shinkansen, is a super fast train that connects Shin Yatsuhiro Station and Kogoshima Chuo in Kyushu, which began operations on March 13, 2004. With the Shinkansen shortening the travel time from Hakata to Kagoshima, which initially requires a travel time of 3 hours 40 minutes to 12 hours 12 minutes.

Other facilities provided by the Shinkansen company for tourists are ticket price discounts such as: Shinkansen Tsubame *nimai kippu* (Shinkansen Tsubame Pair Ticket), Kirishima-Ibusuki-Nonbiri Kippu (Kirishima-Ibushuki Slow and Easy Ticket). With the availability of train transportation, both monorail, subway and shinkansen, tourists have easier access and more efficient mileage.

One Muslim-friendly tourism agency is Tokyo Aladdin. Tokyo Aladdin provides facilities such as: lunch at halal restaurants, visits to Islamic sites in Japan such as the Jami 'Tokyo Mosque (the largest mosque in Japan), and the Turkish Culture Center in Japan. This tourism bus service also accommodates Muslim interests to worship by allocating time to prayer.

Although transportation facilities in the form of trains in Japan are very adequate, there are no train transportation facilities provided specifically for Muslim tourists. However, Japan has provided special carriages for women in monorails or trains. Implicitly, what Japan has implemented in railroad transportation has helped accommodate the interests of Muslim tourists. Indirectly, one of the rules of halal tourism has been applied to the existence of these facilities, because of the separation between men and women.

Tokyo Aladdin is a transportation service in the form of a Muslim friendly tourism bus in Tokyo, with facilities including: lunch at a halal restaurant, a visit to Islamic sites in Japan such as the Jami Mosque 'Tokyo (the largest mosque in Japan), and the Turkish Culture Center (Cultural Center Turkey) in Japan. This tourism bus service also accommodates Muslim interests to worship by allocating time to prayer, but the numbers are still limited.

The next facility is the airport. Japan provides Muslim-friendly facilities, providing a place of worship or *musala*. Kansai Airport is located closest to Kobe airport. Kobe Airport connects between Tokyo Haneda, Sapporo, Kumamoto and Okinawa. Another airport that has provided other Muslim friendly facilities is Narita Airport. Narita Airport provides space for prayer rooms, Halal Catering Service, as well as restaurants with typical Japanese menus

that have received halal certification from Malaysia Halal Consultation & Training Agency.

Just to remind again, all of the hala tourism facilities are also from associations that play a role in the halal world in Japan, including Japan Halal Association (JHA), Nippon Asia Halal Association (NAHA), and Japan Halal Business Association. The three organizations are managed privately and there is no special organization managed by the Japanese government to handle halal certification.

Japan Halal Association (JHA) is one of the halal non-profit or non-profit organizations (NPOs) in Japan which is chaired by a Japanese Muslim, and collaborates with many experts from various regions in Japan. This NPO has a vision of providing legal and hygienic food or products in accordance with Islamic rules through the procurement of halal certification. The association also aims to carry out cross-cultural communication, to work with experts in each industry, because their activities are not only for Muslims in Japan, but also to build shared understanding and friendly relations between Japan and Muslim countries.

In addition, Nippon Asia Halal Association (NAHA) is a non-profit organization that provides halal certification services for food and products in Japan. In relation to halal in Japan, NAHA also provides acquisition certification consultations, certification publications, holding lectures or seminars on halal and Islam, as well as halal certification including translation in food, accommodation, restaurants and cosmetics. The organization also organizes replacement inspections in collaboration with organizations in other countries such as Indian Halal, Singapore-owned MUIS, Pakistan's Halal Research Council, and Turkey's food inspection and certification association in terms of halal product certification.

Besides NAHA, there is also the Japan Halal Business Association. This organization is one of the halal associations in Japan which also provides services for halal certification. This organization develops its halal-based and Muslim-friendly tourism with promotions through online websites as well as tourism brochures, halal organizations and related media that offer halal certification services. Finally there is the Halal Development Foundation Japan Incorporated (HDFJ).

Halal Development Foundation Japan Incorporated (HDFJ) is an institution based in Tokyo. This institution aims and has the mission of promoting halal products and building awareness about halal, creating appeal for Japanese products and tourism in Japan to Muslims. This institution also builds cooperation in terms of tourism and halal certification. As the capital of Japan, Tokyo, which was chosen to host the 2020 Olympics, has its own charm and virtue.

HDFJ, as an institution based in Tokyo, a city with advanced technology and the best hygiene standards in the world. HDFJ has the dedication to develop and promote food and halal medicines, halal drinks, halal economics, halal banking, halal technology and of course halal or halal tourism. In Japan, HDFJ functions as a professional service provider for halal certification, brands, exhibitions, standardization and Trade & Tourism Development.

This institution opens wide opportunities for business people in Japan, Muslim companies, and partners in the global arena in order to promote various halal aspects in life, such as halal food and drinks, halal banking, and halal tourism. With founders, top leaders and decision makers who are all Muslims, HDFJ has experts in various fields to meet the need for halal issues, such as agricultural experts, technology experts and tourism experts, as well as food analysts.

JHA, NAHA, HDFJ, is in charge of providing certification acquisition consultations, certification publications, holding lectures or seminars on halal and Islam, carrying out certification, developing halal-based and Muslim-friendly tourism, and promoting through cyberspace and tourism brochures. is a privately run organization, which serves halal certification. Thus, in Japan there is no official organization from the government that handles halal certification issues. This is possible to become a separate obstacle in the development of halal certification in Japan, because it is likely that each of the above organizations has different screening standards.

Through the organization, having a mission of promoting halal products and building awareness about halal, Japan is trying to create appeal for Japanese products and tourism in Japan to Muslims. The associations also build cooperation in tourism and halal certification. HDFJ also functions as a professional service provider for halal certification, brands, exhibitions, standardization and Trade & Tourism Development.

B. Current Issue

The success of the Japanese Government in halal tourism management strategies resulted in fruiting profits in the country's economy. Economic factors are an important point that cannot be avoided or denied in the context of buying and selling activities, while tourism is clearly a form of business in which there is supply and demand. In this case, the destination country is the host or host, while tourists who come to the country are guests or guests. The host gives an offer along with the request or needs of the guest.

The direct contribution of the travel and tourism industry to GDP in 2018 is around 12,000 billion yen (2.0% more than GDP). This mainly reflects economic activities carried out by industries such as hotels, travel agents, airlines and other transportation services. The restaurant industry and tourist or entertainment places also directly support direct contributions as part of the tourism industry to GDP, predicted to grow by 2.0% in 2018 as well.

In addition, the total contribution of the tourism and travel industry to labor is 4,441,500 jobs in 2017 (7.0% of total employment). This is predicted to increase to 4.4% in 2018, as many as 4,637,000 jobs (7.3% of total employment). In 2028, the tourism and travel industry is predicted to support 4,857,000 jobs (8.0% of total employment), an increase of 0.5% from the previous period.

Meanwhile the global halal industry is estimated to generate profits of around 2.3 trillion US dollars (not including the Islamic financial industry). With an average annual growth estimated at 20%, with a value of US \$ 560 billion per year, making the global halal industry an

opportunity with the highest-growing consumer segment in the world. This halal market is not only limited to food or anything related to food.

The scope of the halal industry has expanded extensively beyond the food sector, reaching medicines, cosmetics, health products and tourism. In the past few years, the halal industry has developed further into lifestyle offers, including halal or halal travel travel agents and services and hospitality in tourism. This development was also triggered by a paradigm shift towards Muslim consumers, as a target market that deserves to be a trend throughout the world. At least, there are two main factors that make the halal industry become mainstream in today's global world, namely: the rapid growth and Muslim population of the world, as well as the halal rules themselves that can be accepted even by the wider community which is not limited to Muslims, but also non-Muslim. The global population is increasingly heading towards the elderly (graying society). The number of people aged 65 years and over is projected to grow threefold by the middle of the next century, from 531 million in 2010 to 1.5 billion in 2050. In the United States, the population of the elderly is expected to increase by more than double, from 41 to 86 million people. It is also estimated that by 2050 the majority of people in Japan, South Korea and Germany will be filled with people over 50 years of age.

The population of Japan, Russia and Germany is predicted to decline by more than 10% by 2050. For Japan, this is equivalent to losing 19 million people; for Russia 23 million inhabitants; and Germany will lose 10 million inhabitants. The number of world Muslims represents 23% of the global population or equals about 1.8 billion consumers with an average growth of 3% annually. If this trend continues, it is estimated that Muslims will fill around 26% of the total 2.2 billion global population projected by 2030.

Among adherents of other religions in the world, Muslims are the only religious group projected to experience the fastest growth compared to the entire world population. Some of the main factors underlying this include: high fertility rates that cause high rates of natality, high life expectancy at birth, migration factors, and age structure. In addition, the number of people who convert from non-Muslims to Muslims is also a related factor, although it does not fully influence.

The two strongest markets for halal products are Asia Pacific and the Middle East. More than half of the global Muslim population is in South Asia and Asia Pacific, and the number of Muslims in the region is estimated at 1.3 billion by 2030. Four of the ten countries in the world that contribute to the world's largest Muslim population are located in South Asia and the Pacific region: Indonesia, Pakistan, India and Bangladesh.

Although Islam is often associated with the Arab world and the Middle East, this region only accounts for 20% of the world's Muslim population. However, it is expected to experience more growth in the next two decades. A significant increase in the Muslim population around the world and the growth of the Muslim consumer market has increased to motivate the growth of halal industry in quantities that multiply, creating many market opportunities for halal products and services.

In the context of halal tourism, Japan as a non-Muslim country is now starting to develop its tourism to obtain status as a Muslim-friendly country. Economic factors become one thing that cannot be avoided. The contribution of the tourism industry is extraordinary to the country's economic growth, and the growth of the world's Muslim population which has tremendous potential to be a target market, is an opportunity for Japan to create new strategies in the tourism sector, namely starting the application of many facilities that meet the needs of Muslim tourists.

Good prospects in the Muslim-friendly tourism business have become Japan's strategy of raising the economy in recent years. This strategy is integrated with a variety of related steps, such as visa easing and tax-free policies in shops. Good prospects in the Muslim-friendly tourism business have become Japan's strategy of raising the economy in recent years. This strategy is integrated with a variety of related measures, such as visa easing and tax-free policies in shops in Japan. Knowing that one of the strongest markets for halal business is Asia Pacific, Japan also applies visa easing to ASEAN countries, especially for Indonesia and Malaysia, two countries in Southeast Asia with a Muslim-majority population.

V. CONCLUSION

The success of the Japanese Government in managing halal tourism is worthy of appreciation. This success makes the Japanese Government will continue to strive so that tourism-especially halal tourism - remains an alternative contribution to the country's economy. So various efforts are made by continuously utilizing the existing market moments. One of the ambitious projects expected by the Japanese Government is to target as many Muslim tourists as possible at the 2020 Tokyo Olympics.

This ambition is a reminder to look back at the conditions that are actually the availability of halal tourism in Japan. Indeed, as mentioned earlier, in the context of implementing policies, the Japanese Government is a successor of halal tourism practices on a global scale, especially in Asia. The application of these policies is important to be evaluated slowly.

On the surface, it can be seen that the availability of halal tourism has indeed fulfilled as a pre-requisite of halal tourism policy, but if we look closely at the depths, various things need to be highlighted. First of all, language problems pose fundamental problems. Japan as a country that highly upholds nationalism, just inevitably has to be prepared to affirm itself in an affirmative context. If seen, some instructions and information in Japan are still minimal in providing information that uses English. Some tourists may complain a little about the situation. The lack of English language instructions also makes it difficult for Muslim tourists to assess the halal food content or not.

Second, the issue of halal food availability. Indeed, some prefectures always provide halal-specific restaurants, but the difficulty of access in Japan which is reached by foot with complicated transportation systems in Japan is also a serious problem in the ease of access to halal food. Thus, Muslim tourists are forced to access food at the convenience store which is also doubtful and halal food prices at convenience

stores are quite expensive for the Southeast Asian tourist scale. In addition, the distance between the mosque and halal restaurants can be said far enough. Third, the difficulty of providing prayer rooms at tourist sites is also a complaint for Muslim tourists. For example, in classy tourist locations such as Tokyo Disneyland and Universal Studio Japan and several other tourist spot locations. It is impossible for tourists to get out of the tourist location for a moment and then look for the nearest mosque.

Fourth, the issue of halal certification. When seen in several halal restaurants, there are many indications that the restaurant has been certified. However, some Muslim students in the study in Japan gave several complaints regarding the transparency of halal certification, especially in food. Such transparency is like the process of slaughtering animals with the suitability of sharia law. In addition, transparency of the composition of spices and food is also in the spotlight. This transparency is important so as to make it easier for Muslim students or Muslim tourists to consume without burden.

Fifth, in addition to transparency, the issue of certification is also in the orientation of the certification body which is only for business profit. The orientation also added new problems such as the questioning of the existing certification agencies having specialization in the field of religion and science. This needs to be pointed out as a sign that the presence of the halal tourism market has led to a large number of business-oriented certification bodies, thus the Japanese Government must seriously regulate the certification body to be structured and serious in implementing the halal industry.

The problem above, overall are only a small fraction of the halal tourism industry running in Japan. However, the Tokyo Olympics are getting closer. If it is a serious ambition

to the number of Muslim tourists from various countries which are not matched by the availability of halal tourism needs - which are not only adequate food, certification and mosques - then it can be a serious threat to the continuity of the Tokyo 2020 Olympic Games and can have an impact on the continuation of the halal tourism industry in Japan

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